

The listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-78 cancelled.

79. (new) A method for generating markup information to be displayed at a client computer system, the method comprising:

analyzing selected information associated with a first document for selected keyword information, the first document including a first portion of content for display on a client system;

the selected keyword information being provided by an entity other than an end user of the client system;

selecting, using the selected keyword information, specific text in the first document to be marked up;

wherein the specific text is contextually associated with at least a portion of the selected keyword information; and

performing markup operations on at least a portion of said selected specific text to thereby generate a first portion of marked up text.

80. (new) The method of claim 79 wherein said markup operations are performed at the client system.

81. (new) The method of claim 79 further comprising:

retrieving content relating to the first document from a first source; and

retrieving at least a portion of the selected keyword information from a second source.

82. (new) The method of claim 79 further comprising:

retrieving, via a computer network, content relating to the first document from a first network device; and

retrieving, via the computer network, at least a portion of the selected keyword information from a second network device.

83. (new) The method of claim 79 further comprising:

displaying the first portion of marked up text at the client system.

84. (new) The method of claim 79 further comprising:  
generating markup information relating to at least a portion of markup operations to be performed on the portion of said selected specific text; and  
displaying at the client system, using the markup information, modified content which includes the first portion of marked up text.

85. (new) The method of claim 79 wherein said analyzing includes performing a fuzzy search for selected keyword information in the selected text;  
the fuzzy search being implemented such that a match will be found to occur despite lack of an exact match of the selected keyword information within the context of the first document.

86. (new) The method of claim 85 wherein the fuzzy search is implemented such that a match will be found to occur if a percentage of the selected keyword information identified in the context of the first document exceeds a predetermined match threshold percentage value.

87. (new) The method of claim 79 further comprising accessing said keyword information from a remote server system.

88. (new) The method of claim 79 wherein the first portion of content includes code to be rendered for display at the client system, the method further comprising:  
generating markup information relating to at least a portion of markup operations to be performed on the portion of said selected specific text; and  
modifying, using the markup information, a first portion of the code relating to the portion of selected specific text to thereby generate a modified first portion of code; and  
rendering the modified first portion of code for display at the client system.

89. (new) The method of claim 88 wherein the markup information includes a first URL to be associated with the portion of said selected specific text.

90. (new) The method of claim 88 wherein the keyword information is provided by a campaign provider.

91. (new) The method of claim 88 wherein the keyword information is provided by a  
an advertiser.

92. (new) The method of claim 79 wherein the first document corresponds to a web  
page associated with an information provider's web site.

93. (new) The method of claim 79 wherein the first document corresponds to a frame  
in a web page associated with a web site.

94. (new) The method of claim 79 further comprising rendering at least a portion of  
the first portion of content for display to the end user via a browser application.

95. (new) The method of claim 79 further comprising using negative word filtering  
to exclude markups of selected document text.

96. (new) The method of claim 79 wherein the selected keyword information  
includes at least one negative word limitation specifying a first negative word, and wherein the  
method further comprises:

searching selected information of the first document for a first keyword;  
identifying an occurrence of the first keyword in the document ;  
determining whether an occurrence of the first negative word exists within a  
predetermined proximity to the identified occurrence of the first key word; and  
excluding markup of the identified occurrence of the first key word in response to a  
determination that the first negative word exists within a predetermined proximity to the  
identified occurrence of the first key word.

97. (new) The method of claim 79 wherein the selected keyword information  
includes restriction information specifying at least one restricted source location; and

wherein the method further comprises excluding markup of context in the first document  
in response to a determination that the first document is associated with a restricted source.

98. (new) The method of claim 97 wherein the restricted source corresponds to a  
particular Internet domain name.

99. (new) The method of claim 79 wherein the selected keyword information includes restriction information specifying a maximum number of markups per page; and  
wherein the method further comprises excluding markup of context in the first document in excess of the maximum number of markups per page restriction.

100. (new) The method of claim 79 wherein the selected keyword information includes restriction information specifying a maximum number of markups per repeat keyword; and  
wherein the method further comprises excluding markup of repeated keywords identified in the context of the first document in excess of the maximum number of markups per repeat keyword restriction.

101. (new) The method of claim 79 wherein at least one keyword corresponds to a text string which includes multiple words.

102. (new) The method of claim 79 wherein the selection of specific text in the first document to be marked up is based upon predetermined business rules.

103. (new) The method of claim 102 wherein said predetermined business rules includes at least one of the following restrictions:

priority of markup operations performed on identified keywords within context of a document is given to textual-based context;

number of markups per page may not exceed predetermined value MAX\_MARKUP;

number of markups per repeat keyword may not exceed predetermined value MAX\_REPEAT; and

priority of markup operations performed on identified keywords within context of a document is given to context within relatively largest frames of the document

104. (new) The method of claim 79 further comprising displaying a pop-up layer on the client system in response to the user selecting a marked up portion of a first portion of document context;

wherein the pop-up layer includes information relating to an initial link associated with the first portion of document context; and

wherein the pop-up layer includes information relating to a different link which was not associated with the first portion of document context.

105. (new) The method of claim 79 further comprising displaying a pop-up layer on the client system in response to the user selecting a marked up portion of a first portion of document context;

wherein the pop-up layer includes information relating to a plurality of different links;  
said link information being obtained from information included in the selected keyword information .

106. (new) The method of claim 79 further comprising:  
logging, on the client system, tracking information;  
said tracking information including at least one of the following portions of information:  
information relating to impressions displayed on the client system during a specified time interval;

information relating to pop-up layers displayed on the client system during a specified time interval;

information relating to pop-up advertisements displayed on the client system during a specified time interval;

information relating to marked up keywords displayed on the client system during a specified time interval;

information relating to page views displayed on the client system during a specified time interval; and

information relating to keywords clicked by the end user during a specified time interval.

107. (new) The method of claim 106 further comprising periodically reporting said logged tracking information to a remote server system for analysis and processing.

108. (new) The method of claim 79 further comprising:  
gathering, during at least one a predetermined time interval, user click behavior information relating to click behavior patterns of the end user; and

dynamically adjusting the selection of specific text to be marked up based upon analysis of the user click behavior information.

109. (new) The method of claim 108 further comprising:

selecting a relatively smaller amount of context in the first document to be marked up in response to a determination that a number of clicks implemented by the user during the predetermined time interval exceeds a predetermined threshold value; and

selecting a relatively larger amount of context in the first document to be marked up in response to a determination that a number of clicks implemented by the user during the predetermined time interval does not exceed the predetermined threshold value.

110. (new) A computer program product, the computer program product including a computer usable medium having computer readable code embodied therein, the computer readable code comprising computer code for implementing the method of claim 79.

111. (new) A method for generating pop-up advertising information to be displayed on a client computer system, the method comprising:

analyzing selected information associated with a first document for selected keyword information, the first document including a first portion of content for display on the client system;

the selected keyword information being provided by an entity other than an end user of the client system;

identifying, using the selected keyword information, specific text in the first document;

wherein the specific text is contextually associated with at least a portion of the selected keyword information;

displaying a selected pop-up advertisement based on at least a portion of the identified text within the first document;

wherein the pop-up advertisement includes information which is contextually relevant to the portion of the identified text within the first document.

112. (new) The method of claim 111 further comprising selecting the selected pop-up advertisement based on identified text within the first document.

113. (new) The method of claim 112 wherein the selection of the selected pop-up advertisement is not based upon a WEB PAGE associated with the first document.

114. (new) The method of claim 111 further comprising performing markup operations on at least a portion of said selected specific text to thereby generate a first portion of marked up text.

115. (new) The method of claim 111 wherein the client computer system includes a display, and wherein the display includes a representation of a user controllable cursor, the method further comprising displaying the pop-up advertisement in response to the cursor being positioned over a portion of the first portion of identified text.

116. (new) The method of claim 111 wherein the first document corresponds to a frame in a web page retrieved from a web site.

117. (new) A computer program product, the computer program product including a computer usable medium having computer readable code embodied therein, the computer readable code comprising computer code for implementing the method of claim 111.

118. (new) A system for generating markup information to be displayed at a client computer system, the system comprising:

at least one processor;

at least one interface configured or designed to provide a communication link to at least one other network device in the data network; and

memory;

the system being configured or designed to analyze selected information associated with a first document for selected keyword information, the first document including a first portion of content for display on a client system;

the selected keyword information being provided by an entity other than an end user of the client system;

the system being configured or designed to select, using the selected keyword information, specific text in the first document to be marked up;

wherein the specific text is contextually associated with at least a portion of the selected keyword information;

the system being configured or designed to performing markup operations on at least a portion of said selected specific text to thereby generate a first portion of marked up text.

119. (new) The system of claim 118 wherein said markup operations are performed at the client system.

120. (new) The system of claim 118 being further configured or designed to:  
retrieve content relating to the first document from a first source; and  
retrieve at least a portion of the selected keyword information from a second source.

121. (new) The system of claim 118 being further configured or designed to:  
retrieve, via a computer network, content relating to the first document from a first network device; and  
retrieve, via the computer network, at least a portion of the selected keyword information from a second network device.

122. (new) The system of claim 118 being further configured or designed to:  
display the first portion of marked up text at the client system.

123. (new) The system of claim 118 being further configured or designed to:  
generate markup information relating to at least a portion of markup operations to be performed on the portion of said selected specific text; and  
display at the client system, using the markup information, modified content which includes the first portion of marked up text.

124. (new) The system of claim 118 being further configured or designed to perform a fuzzy search for selected keyword information in the selected text;  
the fuzzy search being implemented such that a match will be found to occur despite lack of an exact match of the selected keyword information within the context of the first document.

125. (new) The system of claim 124 wherein the fuzzy search is implemented such that a match will be found to occur if a percentage of the selected keyword information identified in the context of the first document exceeds a predetermined match threshold percentage value.

126. (new) The system of claim 118 being further configured or designed to access said keyword information from a remote server system.



127. (new) The system of claim 118 wherein the first portion of content includes code to be rendered for display at the client system, the system being further configured or designed to:

generate markup information relating to at least a portion of markup operations to be performed on the portion of said selected specific text; and

modify, using the markup information, a first portion of the code relating to the portion of selected specific text to thereby generate a modified first portion of code; and

render the modified first portion of code for display at the client system.

128. (new) The system of claim 127 wherein the markup information includes a first URL to be associated with the portion of said selected specific text.

129. (new) The system of claim 127 wherein the keyword information is provided by a campaign provider.

130. (new) The system of claim 127 wherein the keyword information is provided by a an advertiser.

131. (new) The system of claim 118 wherein the first document corresponds to a web page associated with an information provider's web site.

132. (new) The system of claim 118 wherein the first document corresponds to a frame in a web page associated with a web site.

133. (new) The system of claim 118 being further configured or designed to rendering at least a portion of the first portion of content for display to the end user via a browser application.

134. (new) The system of claim 118 wherein the selected keyword information includes at least one negative word limitation specifying a first negative word, and wherein the system further comprises:

search selected information of the first document for a first keyword;

identify an occurrence of the first keyword in the document ;

determine whether an occurrence of the first negative word exists within a predetermined proximity to the identified occurrence of the first key word; and

exclude markup of the identified occurrence of the first key word in response to a determination that the first negative word exists within a predetermined proximity to the identified occurrence of the first key word.

135. (new) The system of claim 118 wherein at least one keyword corresponds to a text string which includes multiple words.

136. (new) The system of claim 118 being further configured or designed to display a pop-up layer on the client system in response to the user selecting a marked up portion of a first portion of document context;

wherein the pop-up layer includes information relating to an initial link associated with the first portion of document context; and

wherein the pop-up layer includes information relating to a different link which was not associated with the first portion of document context.

137. (new) The system of claim 118 being further configured or designed to display a pop-up layer on the client system in response to the user selecting a marked up portion of a first portion of document context;

wherein the pop-up layer includes information relating to a plurality of different links; said link information being obtained from information included in the selected keyword information .

138. (new) The system of claim 118 being further configured or designed to:  
log, on the client system, tracking information;  
said tracking information including at least one of the following portions of information:  
information relating to impressions displayed on the client system during a specified time interval;

information relating to pop-up layers displayed on the client system during a specified time interval;

information relating to pop-up advertisements displayed on the client system during a specified time interval;

information relating to marked up keywords displayed on the client system during a specified time interval;

information relating to page views displayed on the client system during a specified time interval; and

information relating to keywords clicked by the end user during a specified time interval.

139. (new) The system of claim 138 being further configured or designed to periodically report said logged tracking information to a remote server system for analysis and processing.

140. (new) The system of claim 118 being further configured or designed to:  
gather, during at least one a predetermined time interval, user click behavior information relating to click behavior patterns of the end user; and  
dynamically adjust the selection of specific text to be marked up based upon analysis of the user click behavior information.

141. (new) The system of claim 140 being further configured or designed to:  
select a relatively smaller amount of context in the first document to be marked up in response to a determination that a number of clicks implemented by the user during the predetermined time interval exceeds a predetermined threshold value; and  
select a relatively larger amount of context in the first document to be marked up in response to a determination that a number of clicks implemented by the user during the predetermined time interval does not exceed the predetermined threshold value.

142. (new) A system for generating pop-up advertising information to be displayed on a client computer system, the system comprising:  
at least one processor;  
at least one interface configured or designed to provide a communication link to at least one other network device in the data network; and  
memory;  
the system being configured or designed to:  
analyze selected information associated with a first document for selected keyword information, the first document including a first portion of content for display on the client system;

the selected keyword information being provided by an entity other than an end user of the client system;

identify, using the selected keyword information, specific text in the first document;

wherein the specific text is contextually associated with at least a portion of the selected keyword information; and

display a selected pop-up advertisement based on at least a portion of the identified text within the first document;

wherein the pop-up advertisement includes information which is contextually relevant to the portion of the identified text within the first document.

143. (new) The system of claim 142 being further configured or designed to select the selected pop-up advertisement based on identified text within the first document.

144. (new) The system of claim 143 wherein the selection of the selected pop-up advertisement is not based upon a WEB PAGE associated with the first document.

145. (new) The system of claim 142 being further configured or designed to perform markup operations on at least a portion of said selected specific text to thereby generate a first portion of marked up text.

146. (new) The system of claim 142 wherein the client computer system includes a display, and wherein the display includes a representation of a user controllable cursor;

the system being configured or designed to display the pop-up advertisement in response to the cursor being positioned over a portion of the first portion of identified text.

147. (new) The system of claim 142 wherein the first document corresponds to a frame in a web page retrieved from a web site.

148. (new) A method for generating markup information to be displayed at a client computer system, comprising:

identifying selected keyword information from a reference database, the selected keyword information being provided by an entity other than an end user of the client system;

analyzing a first portion information associated with a source data file for at least a portion of the selected keyword information,

selecting, using the selected keyword information, a first portion of specific text in the first portion of information to be marked up;

wherein the first portion of specific text is contextually associated with a first portion of the selected keyword information;

generating a first association of additional information for the first portion of specific text based upon the first portion of the selected keyword information; and

augmenting the source data file by performing at least one markup operation on the first portion of specific text.

149. (new) The method of claim 148 wherein the additional information from the first association is displayable with the first portion of specific text in response to a request to access the source data file.

150. (new) The method of claim 148 wherein the first portion of information includes a first portion of content to be rendered for display on a client system.